

ROLE PROFILE

Culture and Development Adviser

Reporting to: Head of Culture and Development

Role purpose:

To work with, and support, Culture and Development Manager to promote Cove values and behaviours throughout the business by planning, administering and delivering learning and development solutions

Responsibilities

- Role model the company values and behaviours at all times: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness
- Be custodian of administration e.g. booking system, training calendar, certificates, Learning Management System (LMS)
- Manages all statutory and mandatory training by scheduling in appropriate delivery and/or managing e-learning options
- Making sure all team members have access to, and complete, all mandatory training within time limits
- Manage stock of learning materials in a cost-effective manner
- Forge relationships with colleges and drive apprenticeship scheme
- Offers vocational qualifications to team members through a preferred provider
- Uses the apprenticeship levy to full effect
- Prepare and deliver Pathfinders' Train the Trainer
- Prepare and lead company induction ('Together Loving Life) at the Cove Academy and other parks
- Promote the Cove culture by generating excellent working relationships with team members, encouraging cultural promotion and training events
- Present at the annual company conference
- Collect cultural stories, photos and videos from the business and store them to create newsletters, annual culture book and film review
- Manage cultural social media such as Instagram and TikTok
- Promote Cove training success to external bodies

<p>Progression in role:</p> <p>Basic</p> <ul style="list-style-type: none"> • Experience of administration procedures, stock control and budgeting • Some knowledge of the Cove brand and ethos • Some experience in training delivery e.g. is a Pathfinder • Knowledge of Excel • Willing to travel to other parks where required • Passion for learning and development • Super positive attitude 	<p>Training for role</p> <p>Company orientation and induction Time in all departments to understand function, structures and outputs General Health and Safety Fire Safety Manual handling Advanced PowerPoint Pathfinders' Train the Trainer GDPR – E-Learning</p>
<p>Expected – 3 months</p> <ul style="list-style-type: none"> • Delivery of existing in-house planned training events • Effective management of bookings, cancellations, joining instructions, printing jobs • Manages stock of learning materials in a controlled way and within budget • Visited, and is knowledgeable of, all Cove UK parks • Has forged excellent working relationships with teams • Apprenticeship scheme is up and running • Vocational qualifications available to team • Led at least one Pathfinder Train the Trainer and Together Loving Life • Loaded significant cultural content onto culture folder • Manages – and monitors – Instagram, Facebook and TikTok • Generates excitement with competitions, activities etc. to promote culture growth 	<p>Basic technical skills e.g. embedding videos, editing simple videos, use of social media as learning and evaluation tool Diversity and Inclusion Anti-Money Laundering</p>
<p>Advancing</p> <ul style="list-style-type: none"> • Leads regular, exciting ideas to drive values and behaviours • Can demonstrate effectiveness of training through evaluation report • Meet regional training team every six months to assess any co-operation between culture and leadership, and statutory and mandatory, needs • Works with HR to design Role Profile and appraisals, linked to progression • Apprenticeships scheme leads to at least 50% transfer to full time roles • Apprenticeship levy is utilised effectively 	<p>CIPD Certificate in Training Practice (or similar) DISC profile qualified and practitioner</p>

Excellence

- Works with training team to win major UK awards e.g. CIPD, Best Big Companies (L and D section)
- Coaches team members and managers
- Generates exciting, new ideas to keep culture vibrant

Coaching qualification (CMI recommended)

Key Measures

- Team NPS
- Owner and Holidaymaker NPS
- Team retention
- Evidence of training impact on EBITDA
- External validation
- Apprenticeship transfers
- Number of NVQs successfully completed